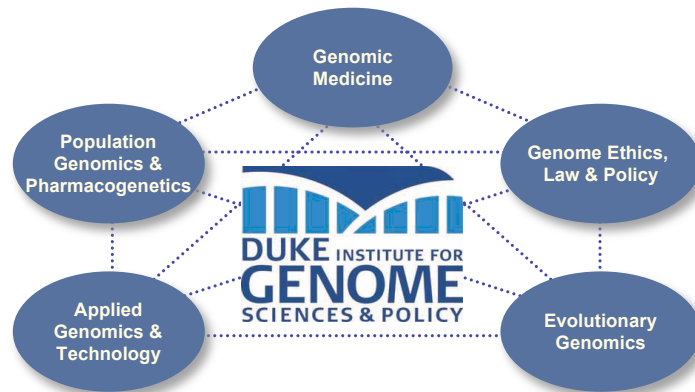
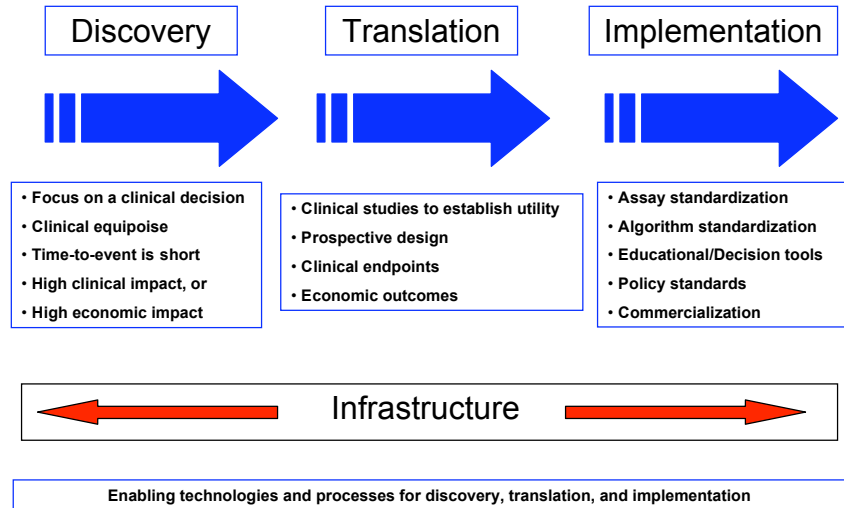


Programs in Personalized Medicine Built on Genomics

Geoffrey S Ginsburg MD, PhD
Professor of Medicine and Pathology
Director, Center for Genomic Medicine
Duke Institute for Genome Sciences & Policy



IGSP Genomic Medicine Strategy



Introduction

- Definition and Key Questions
- Drivers and examples
 - Genomic Prognosis
 - Pharmacogenomics
- Opportunities and Challenges
- “External” Forces



Personalized Medicine: Definition

“Personalized medicine is the use of diagnostic and screening methods to better manage the individual patient’s disease or predisposition toward a disease.... Personalized medicine will enable risk assessment, diagnosis, prevention, and therapy specifically tailored to the unique characteristics of the individual, thus enhancing the quality of life and public health.”

NHLBI Strategic Planning, Theme #10.



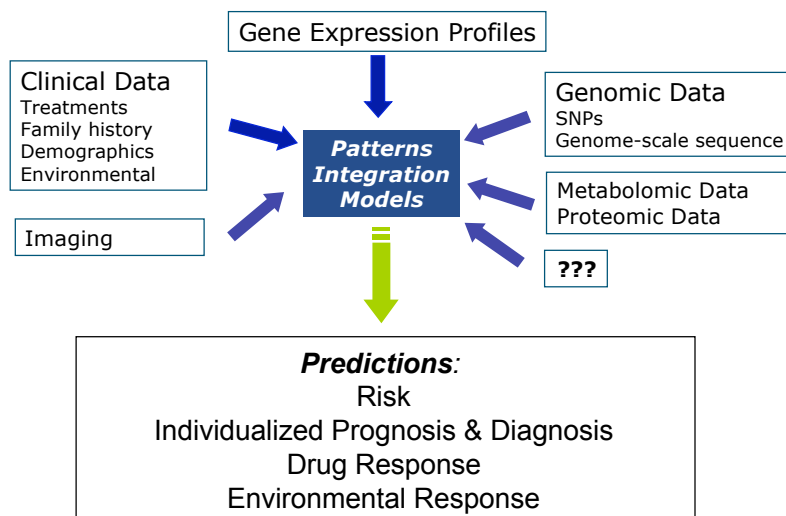
The Challenge for Personalized Treatment

- How to improve prognosis to identify the patients **Who to treat?** treatment?
- How to identify more effective therapeutic opportunities for the individual patient? **How to treat?**

A New Biomarker Toolbox

Human Genome Sequence	Single nucleotide polymorphisms (SNPs); ~ 10,000,000
Gene Expression Profiles	Microarrays of ~25,000 gene transcripts
Proteome	Protein arrays of specific protein products; ~ 100,000
Metabolome	Small molecule metabolites; ~ 5000

New Predictive Models of Outcome





Genetic Loci That Predict Complex Disease

Myocardial Infarction

- Myocyte Enhancer Factor 2A (MEF2A)
- 5-lipoxygenase activating protein (FLAP)
- GATA-2

Cancer

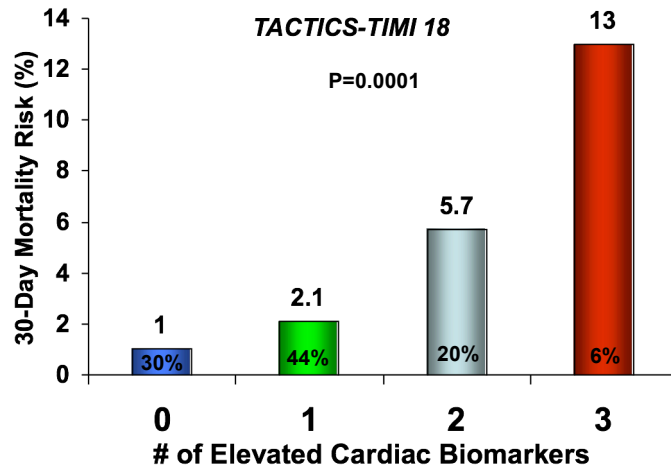
- BRCA-1/2
- APC



Genome Wide Association Studies

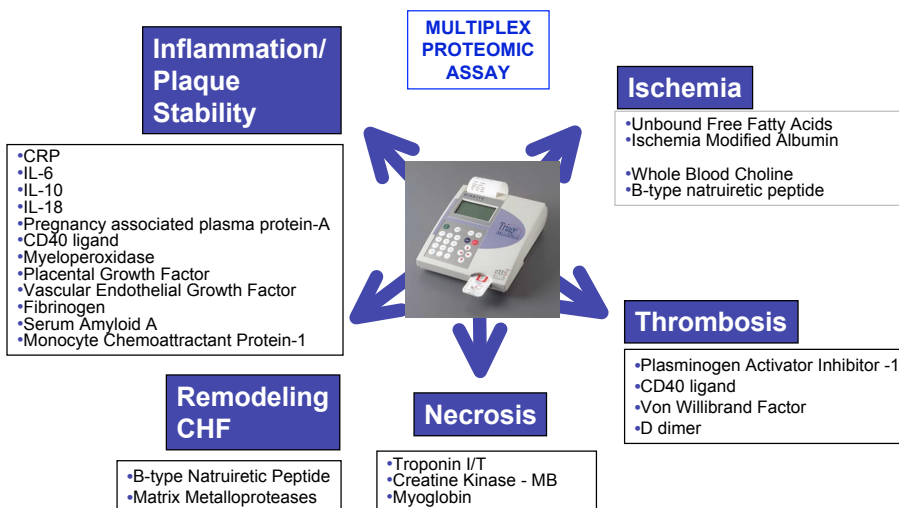
- NHLBI RFA funded now
NHGRI, NIEHS, NCI, NIGMS are participants
- Genome Wide Association Studies in the HapMap era
 - Identify an optimum set of 300,000 tag SNPs
 - Collect 1000 cases and 1000 controls
 - Genotype all DNAs for all SNPs
 - 600 million – not 20 billion - genotypes
 - @ \$0.005/genotype = ~ \$3 million for each disease

Multi-marker Approach: cTnl, CRP, & BNP

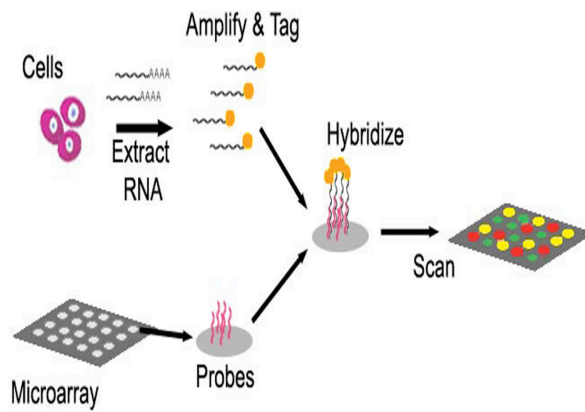


Sabatine et al. Circulation 2002; 105: 1760.

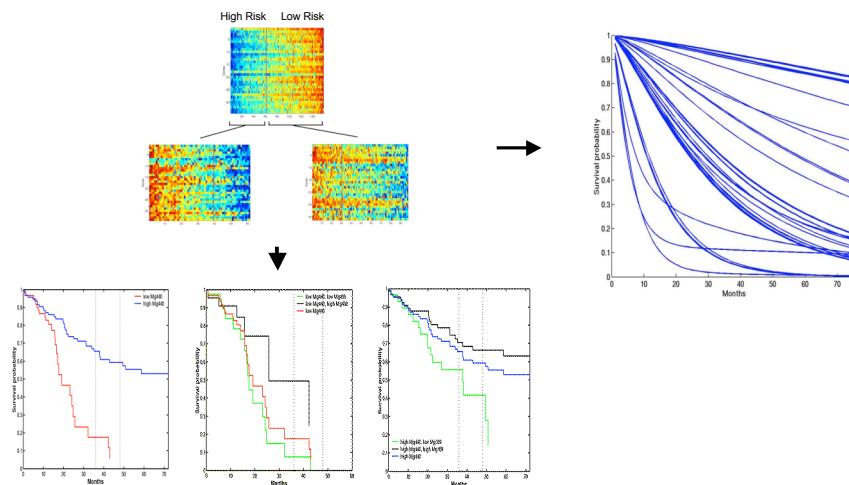
Proteomic Biosignatures in Acute Coronary Syndromes



RNA: Gene Expression Profiling

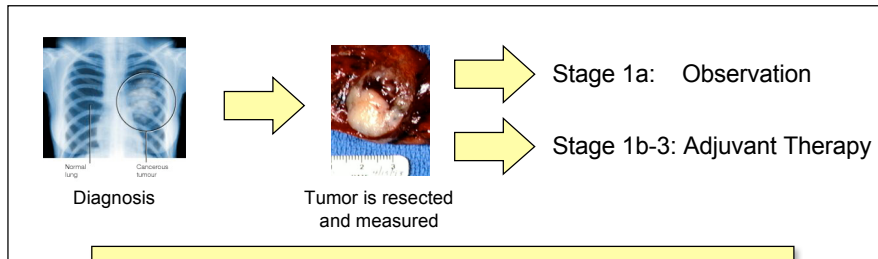


Genomic Analyses Can Refine Prognosis



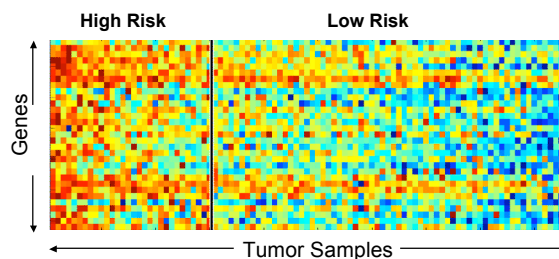
An Opportunity in Lung Cancer

Early Stage NSCLC Treatment Protocol

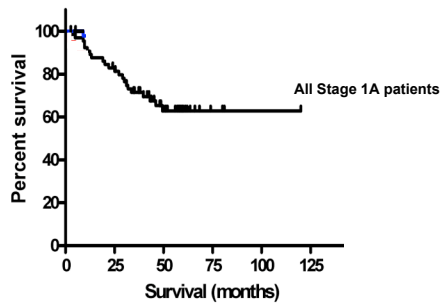


Yet, 30% of Stage 1A patients will recur and die - how to identify these individuals?

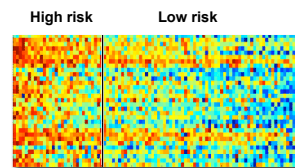
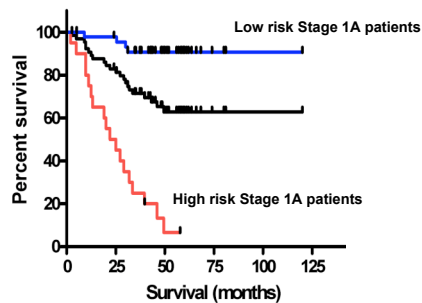
A Genomic Pattern That Predicts Recurrence



Identification of Stage 1A Patients at Increased Risk

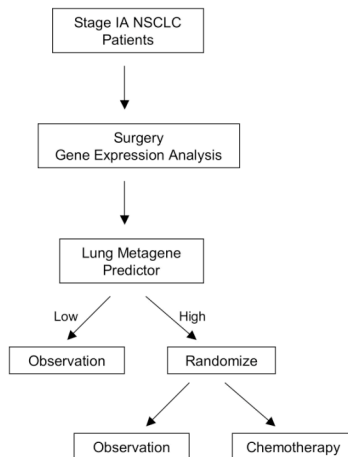


Identification of Stage 1A Patients at Increased Risk



Potti et al, NEJM, 2006

A Duke-Led Study to Select Lung Cancer Patients for Treatment



After Prognosis, How Best to Treat?

Standard-of-Care

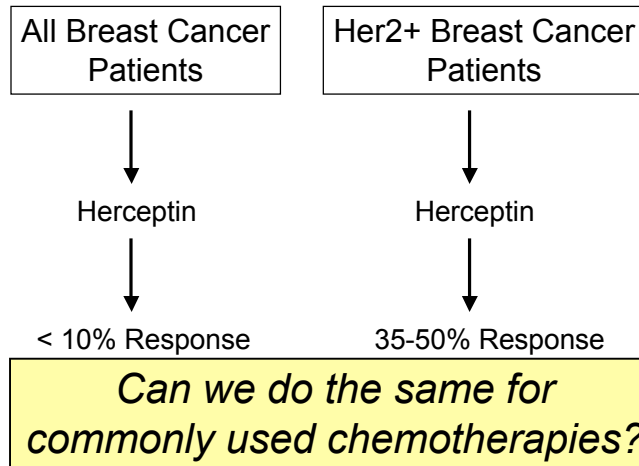
- Cisplatin/paclitaxel
- Cisplatin/gemcitabine
- Cisplatin/docetaxel
- Cisplatin/vinorelbine

Only 1/5 patients will respond

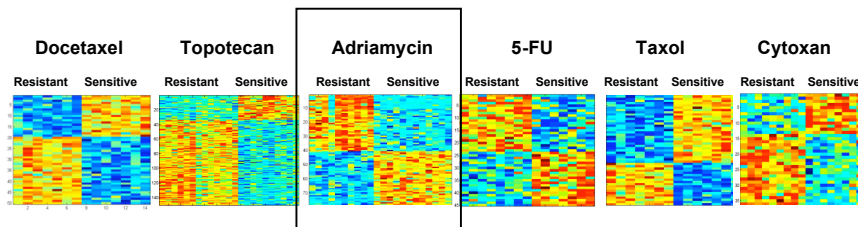
The rest are treated ineffectively

*How to choose the right therapy
for the individual patient?*

Herceptin - The Importance of Patient Selection

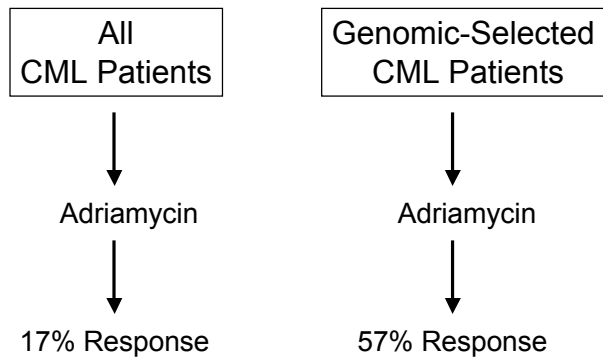


A Panel of Predictors for Cytotoxic Chemotherapies

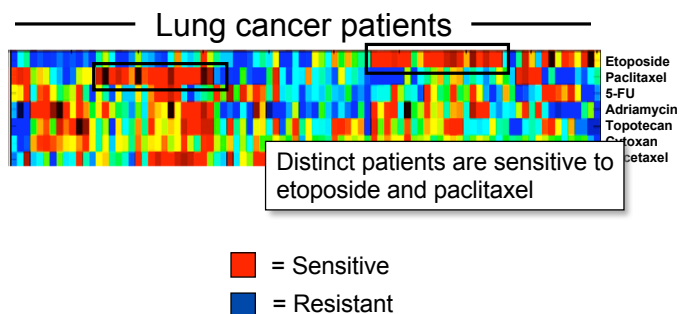


Potti et al, Nature Medicine, 2006

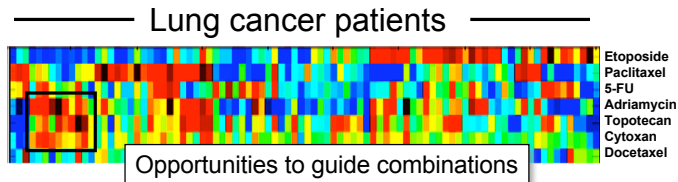
A Tool to Guide the Use of Chemotherapies



Patterns of Predicted Sensitivity to Cytotoxic Chemotherapies



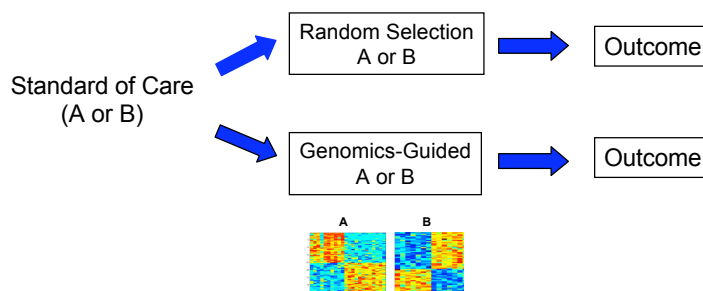
Patterns of Predicted Sensitivity to Cytotoxic Chemotherapies



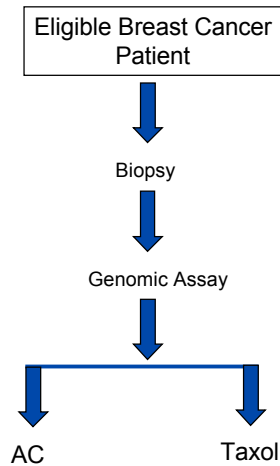
■ = Sensitive

■ = Resistant

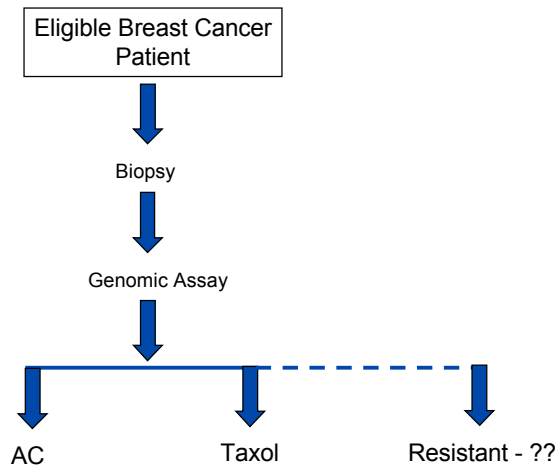
An Opportunity to Guide Therapy



Putting Personalized Cancer Treatment to Practice at Duke



Putting Personalized Cancer Treatment to Practice at Duke



An Array of Targeted Therapies

Drug	Target	Status
Anastrozole	ER	Approved for ER positive breast cancer
Bevacizumab	VEGF/VEGF-R	Approved for metastatic colorectal cancer in combination with 5-FU
Bortezomib		Approved for advanced multiple myeloma
Cetuximab	EGFR	Approved for advanced head and neck cancer
Erlotinib	EGFR	Approved for advanced NSCLC
Exemestane	ER	Approved for ER positive breast cancer
Imatinib mesylate	BCR-ABL	Approved for chronic myelogenous leukemia
Sorafenib	Raf, VEGF, Kit, FLT3	Approved for advanced renal cell carcinoma
Tamoxifen	ER	Approved for ER positive breast cancer
Trastuzumab	Her2	Approved for Her2 positive breast cancer
AMN 107	BCR-ABL, KIT, PDGFR	Phase II
Roscovitine	Cdk (E2F)	Phase II
Gefitinib	EGFR	Phase III
ABX-EGF	EGFR	Phase III
GW-572016	EGFR, Her2	Phase III
BMS-214662 (FTI)	Ras	Phase I/II
Tipifarnib (FTI)	Ras	Phase II
Everolimus	mTOR	Phase II
Temsirolimus	mTOR	Phase II
Ly294002	PI3K	Phase I/II
FTS	Ras	Phase I/II
ZD6474	RET, VEGF	Phase II/III
SU6656	Src	Phase I/II
AZD0530	Src	Phase II
BMS-384825	Src, BCR-ABL, KIT	Phase III
SU11248	VEGF, RET, FLT3	Phase III
PTK787/zk	VEGFR-1, VEGFR-2	Phase III

Signaling Pathways Underlying the Oncogenic Phenotype

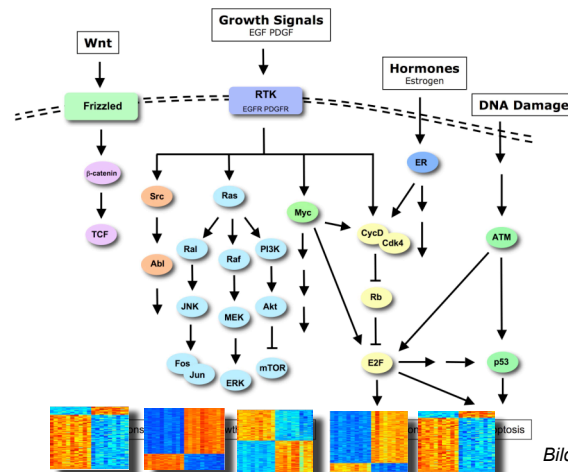
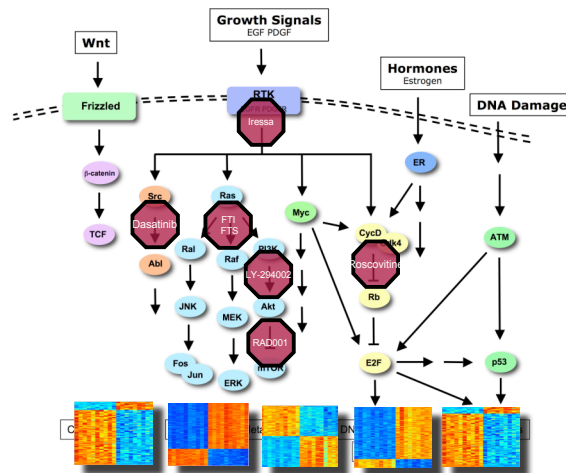
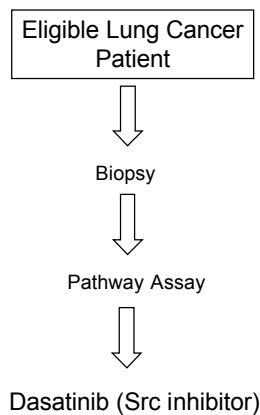


Bild et al, Nature, 2006

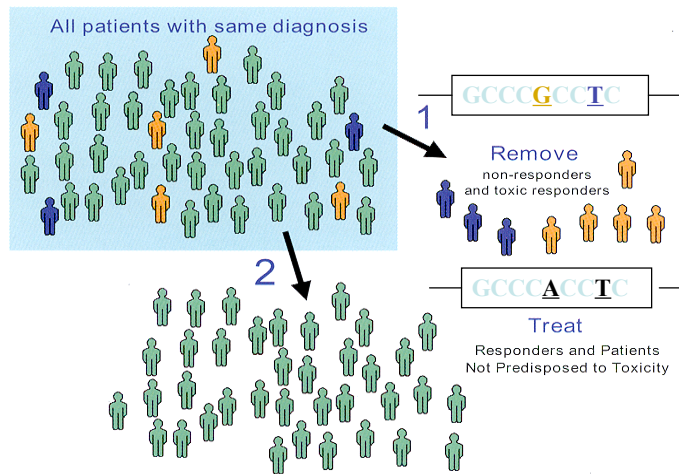
Signaling Pathways Underlying the Oncogenic Phenotype



Putting Personalized Medicine to Practice at Duke



Pharmacogenetics Applied to the Practice of Medicine



From McLeod and Evans, Ann Rev of Pharmacol and Toxicol, 2001: 41,101-121

The Need for Tailored Therapy in Cardiovascular Medicine

Event Rates (%)

Trial	N	Drug	Placebo	Treated	Benefit	Lack of Benefit
HOPE	9451	Ramipril	17.8	14.0	3.8	96.2
APTC	5435	Aspirin	14.0	10.0	4.0	96.0
FTT	58600	Lytics	11.5	9.6	1.9	98.1
4S	4444	Simvastatin	28.0	19.0	9.0	91.0
EPIC	2099	Abciximab	12.8	8.3	4.5	95.5
CURE	12502	Clopidogrel	11.5	9.3	2.2	97.8

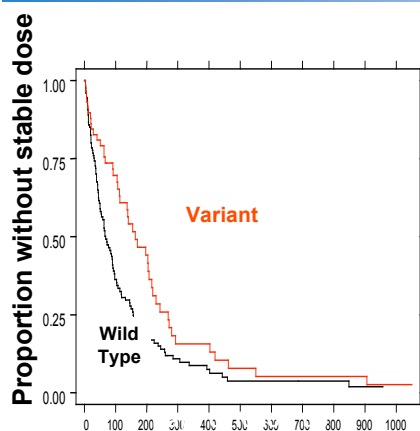
Mukherjee and Topol, Prog Card Dis 44:479-98, 2002

Logic of pharmacogenetics

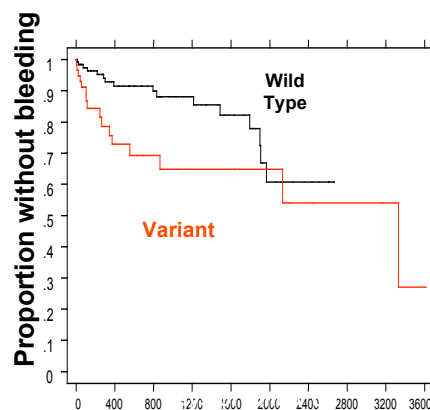
- Variation in response
- Recent epidemic of licit drug use with US sales of greater than \$250 billion
- 100,000 patients die annually due to 'adverse drug reactions' (ADRs)
- 2 million hospitalizations annually due to ADRs
- Top 10 cause of death
- \$100+ billion annual economic impact

JAMA 1998

PGx and Drug Safety: CYP2C9 Variants and Outcomes to Warfarin Therapy for Anticoagulation



Time to Stable Dosing



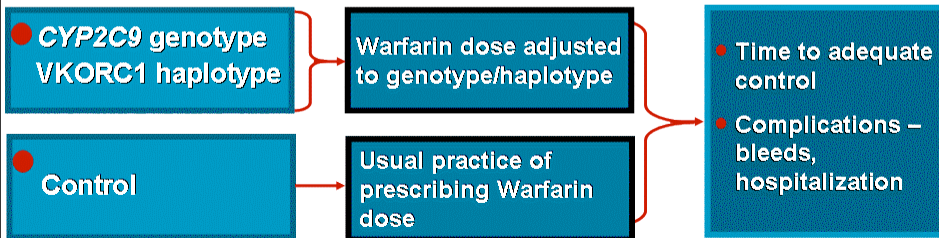
Time to Life Threatening Bleeds

Higashi 2002

Gene-Based Clinical Trial

Warfarin Resistance and Sensitivity

Randomization:



Endpoints:

Opportunities in Medicine

■ Genetics



- Susceptibility
- Drug response

■ Genomics



- Classifiers
- Prognosis
- Monitoring
- Drug response

■ Imaging



- Monitoring
- Prognosis



Pharmacogenomics: Suggested standards

- Clear definition of phenotypes
- Pathway-based candidate genes
- Replication of findings (validation)
- Prospective evaluation

Need AC. Nat Genet 2005; 37: 671-81.



What's Needed:

- Comprehensive biobanks/registries
- Accessible tools
- Novel statistical approaches
- Novel partnerships with industry
- Train the next generation
- Support teams vs. individuals

NHLBI Strategic Planning, Theme #10.

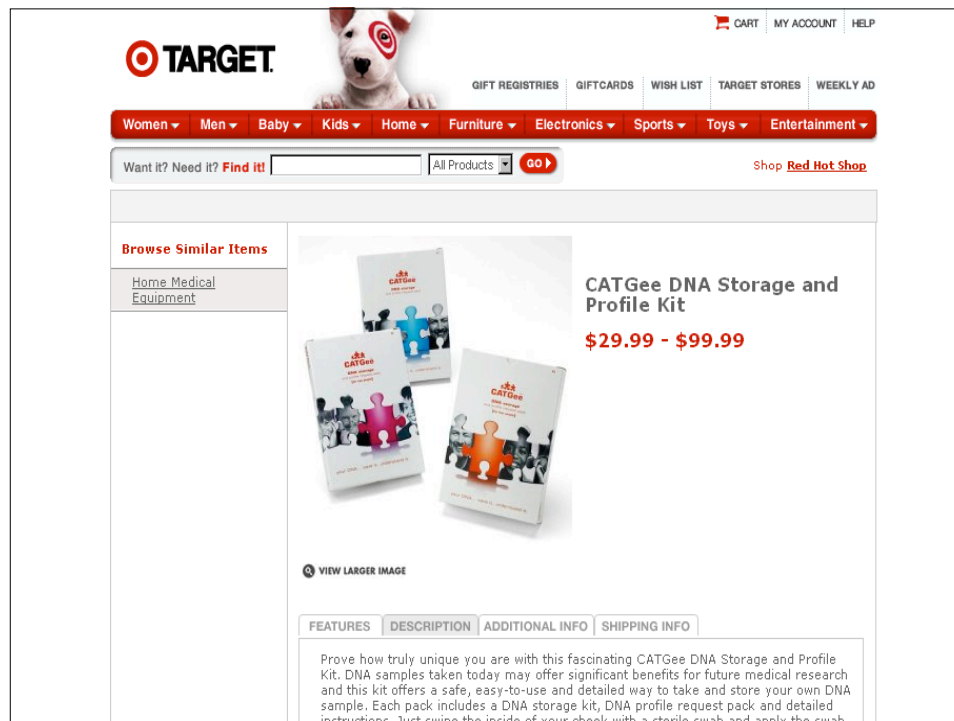
External Forces

■ FDA

- Critical Path Initiative 2004
- Pharmacogenomic Guidance 2004
- In Vitro Diagnostic Multivariate Index Assays *Draft* Guidance 2006

■ Obama

- **Genomics and Personalized Medicine Act of 2006**
- “To improve access to and appropriate utilization of valid, reliable and accurate molecular genetic tests by all populations thus helping to secure the promise of personalized medicine to all Americans”



The screenshot shows the Target website interface. At the top, there's a navigation bar with the Target logo, a search bar, and links for CART, MY ACCOUNT, and HELP. Below this is a category menu with options like Women, Men, Baby, Kids, Home, Furniture, Electronics, Sports, Toys, and Entertainment. The main content area features a product titled "CATGee DNA Storage and Profile Kit" with a price range of \$29.99 - \$99.99. The product image shows three boxes of the kit. To the left of the product, there's a sidebar with "Browse Similar Items" and a link to "Home Medical Equipment". Below the product image, there's a "VIEW LARGER IMAGE" link and a "FEATURES" tab. The description under the "FEATURES" tab reads: "Prove how truly unique you are with this fascinating CATGee DNA Storage and Profile Kit. DNA samples taken today may offer significant benefits for future medical research and this kit offers a safe, easy-to-use and detailed way to take and store your own DNA sample. Each pack includes a DNA storage kit, DNA profile request pack and detailed instructions. Just swipe the inside of your cheek with a sterile swab and apply the swab".



Personalized Medicine and Policy Issues

- The Test and the Test *Result*
- Reimbursement
- Privacy
- Discrimination
- Direct to Consumer
- Education



NIH...Personalized

We look to a future in which medicine will be predictive, preventive, preemptive and personalized.



The Team

- Andrea Bild
- Tom Burke
- Mike Datto
- Holly Dressman
- Susanne Haga
- David Harpole
- Joe Nevins
- Anil Potti
- Hunt Willard